

NONPROFIT SHOES THAT FIT LAUNCHES ANNUAL 'BACK TO SCHOOL' CAMPAIGN TO PROVIDE BRAND-NEW SNEAKERS TO STUDENTS NATIONWIDE

LOS ANGELES, CA, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- Nonprofit Shoes That Fit's annual "Back to School" campaign is underway, partnering with educators and school staff nationwide to provide new, name-brand athletic shoes to children who need them most. Without properly fitting shoes, students begin the school year at a disadvantage, feeling self-conscious, left out, or unprepared to fully participate in school activities.



The campaign runs now through September 11th, and thanks to a generous supporter, gifts to the "Back to School" campaign will be matched up to \$45,000. To donate today, please visit www.shoesthatfit.org/bts2026

"At Shoes That Fit, we see how something as simple as a new pair of shoes can change the way a child shows up in the classroom, on the playground, and in their own eyes. This year's campaign theme is Forward. When children have what they need, they don't just start the school year – they move forward into life with confidence, ready to learn, belong, and thrive."

Amy Fass – CEO and Executive Director, Shoes That Fit.

In today's economy, parents cut back and save money for other basic necessities like food or gas. Shoes for kids are not a priority. Our students are aware of the hardships their parents face, and more and more students are in need of help.

ABOUT SHOES THAT FIT:

A national 501(c) (3) nonprofit organization based in Claremont, CA, Shoes That Fit tackles one of the most visible signs of poverty in America by providing children in need with new athletic shoes so they can attend school with dignity and joy, prepared to learn, play, and thrive. Named a

California Nonprofit of the Year, Shoes That Fit delivered new athletic shoes to over 218,000 children across 50 states last year alone. Help ensure that no child misses school because they don't have shoes that fit by visiting our website <http://www.shoesthatfit.org>

MEDIA CONTACT: Lisa@thescarletagency.com

Janell Barrett Jones
The Scarlet Agency
+1 917-512-3055
[email us here](#)

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